

AIRPORT DIRECTOR'S REPORT

November 2010



A AIRPORT OPERATIONS

- Passenger Count
- Aircraft Operations
- Air Freight

The passenger count for October, 61,645 was down 0.7% compared with October 2009. The total passenger count year-to-date, 637,067 was up 1.0% compared to the same period last year.

B PROGRAMS

1. Air Service

Communications continue with airline route planning executives to maintain existing service and replace service lost during the down economy.

Staff Contact: Terri Gibson, 692-6004

2. Communications Program

a. Airline Terminal Project Public Outreach

- Information pages on FlySBA.com
- Monthly construction tours
- Project sign boards and flyers at the Terminal
- Public Art Program highlights in local magazines
- Videos on Channel 18, at boarding gates and online

Planning for four grand opening events is currently underway with Airport Dept staff committees and an executive committee. The theme for the events is the 'Art of Travel.'

b. Promotional Items This Month

SB County Conference & Visitors Bureau co-op ad in Travel & Leisure Magazine, Santa Barbara Seasons Magazine, UCSB Athletics sponsorship, Granada Theatre playbills, SB Symphony programs, City News-In-Brief water bill inserts and *Noozhawk* online news ads to promote commercial airline service at SBA.

Special Frontier Airlines radio and newspaper advertising for November fare sale in San Luis Obispo County.

Development of a new Airport logo is underway with View Studios. Application of the new logo will coincide with the new airline terminal opening. A fresh look will help to welcome a more sophisticated and expansive era at the Airport.

c. Airport Visitors Center Activity

348 students from five schools representing 4 districts visited the Airport in October. The Airport Community Education Liaison presented aviation education information to La Patera Elementary School PTA. Five aviation clubs held meetings during the month.

d. Airline Terminal Comment Card Program

54 cards were collected from the boarding gate areas and main lobby in October. There were a wide variety of comments ranging from wi-fi service to waiting for TSA staff to open the holdrooms.

e. FlySBA.com Website

The top viewed pages were the flight schedule and airline/air service information. The website has a mobile site for those users that use hand-held devices; a fast growing sector for web browsing.

Staff Contact: Terri Gibson, 692-6004

3. Airport Noise Abatement Program

Planned completion date: Fall 2010

The new off site server has been up and running for a week. The data and performance is being monitored and all has gone well. We expect final sign-off on the project in December. The server is expected to be online and fully operational in November.

Staff Contact: Tracy Lincoln, 967 – 7111

4. Airline Terminal Public Arts Program

Planned completion date: Winter 2012

The proposed artwork commissioned by the Pierre Claeysens Veterans' Museum and Library Foundation will consist of five to seven glass "flag" panels will be a tribute to the role of the Marine Corps Air Station Santa Barbara during World War II. A Request For Qualifications was distributed on November 4, 2010. Proposals are due January 26.

Approx. \$200,000
(Funded by the Pierre Claeysens Veterans' Museum & Library)

Staff Contact : Karen Ramsdell, 692-6002

5. Airline Terminal Grand Opening Events

Planned completion date: Spring 2011 upon completion of the new terminal building

Theme : "The Art of Travel"

Four events during the Grand Opening week:

- Employee Celebration Event

Free - Event for Airport and airline employees will include a barbeque lunch, music, tours, activities, and an event keepsake.

- Accessible Event

Free - Tour for community members who are interested in the accessibility features of the new terminal. Light refreshments, event keepsake.

- Gala

Entry charge - Celebration event with food, entertainment, exhibits, tours, and event keepsake. A portion of the entry charge will go towards the Terminal Public Arts Program

- Public Open House

Free - Dedication ceremony, tours for community members, exhibits, event keepsake.

The funding for the grand opening events will come from sponsors and event ticket sales.

Currently the Staff and Executive Committees are developing a sponsorship program, and food and beverage, entertainment, and activities for each event.

Staff Contact: Karen Ramsdell, 692-6002

C CAPITAL PROJECTS

1. Airport Terminal Improvement project

Planned Completion Date: 2012

The Terminal Project contractor, EMMA Corporation, commenced construction on November 2, 2009. New water and sewer utility connections have been brought to the site and all of the new building footings have been poured. The contractor has completed work on the foundation system and the steel framework. Tile roofing and sheetrock is being installed. Site work in front of the new terminal has begun. This will include installation of storm drains, and construction of the new roadway, curbs and gutters.

\$60 Million (14.1M AIP Grant, 5.8M PFCs, 34.5M Bond Funds, 1.0M Airport Funds)

Staff Contact: Owen Thomas, 692-6018, Laurie Owens, 692-6023

2. Goleta Slough Tidal Circulation Demonstration Project/ASP Wetland Mitigation Project

Planned Completion Date: Fall 2010

Wetland mitigation associated with the Airfield Safety Projects was required at a ratio of 4:1. The Airport has completed the first phase of mitigation, which provided 3:1 mitigation.

URS Corporation
\$348,330 (work that is continuing.)

The final phase of mitigation is based on the Goleta Slough Tidal Restoration Demonstration Project, which was successfully completed in Winter 2009. Surveys to measure bird activity, vegetation establishment and invertebrate communities were completed in November 2008. The final report from URS was provided in mid-January 2009 and reviewed by staff. It was forwarded to FAA and USDA for their review. A contract with Tartaglia Engineering and URS was approved by City Council for design of the final tidal mitigation area required for the Airfield Safety Projects in March 2009. The Coastal Development Permit was approved by the California Coastal Commission in July 2010.

Construction bids were opened on July 29 and Granite Construction was the low bidder at \$855,101. Grading is complete; the landscaping continues. The project should be complete by December 1, 2010.

Staff Contact: Owen Thomas 692-6018